

QUESTION: 'WHICH WAY DID THEY GO?'

Action A-Plenty On Wpg. Scene

Winnipeg is getting to be the Coney Island of the Canadian movie business, from a standpoint of using the unusual to attract patrons. Above this semi-carnival clatter and chatter was heard the noise of a squabble, as Harold Diamond, whose Circus

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'The Shorts' May Shrink CBC TV

The Canadian Broadcasting Corporation spent \$25,274,260 for television in its 1955-56 fiscal year on programs and got back commercial revenue totalling \$7,403,438, it was revealed in its annual report. The \$25,274,260 figure compared with one of \$15,-

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FILMS FOR TV; TV FOR CINEMAS; FUTURE-PROGRAM PUZZLER

The character of the motion picture industry a couple of years from now is anybody's guess, judging by the variety of actions and opinions currently prevalent. With more of the smaller and older houses going dark daily and the

Staff Changes, Additions At National Film Board

Janet Scellen, who has returned to National Film Board headquarters, now in Montreal, after serving for years in the USA offices of the federal film agency, was recently attached to the Canadian Program Division. She'll work on specialized programming outside the fields already being covered.

Guy Comeau recently joined the NFB as a program officer in the Canadian Division. Jean-Jacques Chagnon, who has had considerable experience in the educational publishing field in French Canada, joined the Commercial Division early this month as a distribution officer.

Mary McLachlin, formerly business manager of the NFB's London office, was transferred to the Commercial Division as a distribution officer some weeks ago.

More changes are not unlikely as the NFB adjusts to its new conditions.

larger and newer ones having an uncomfortable time economically, some companies have strengthened the agency responsible, television, by releasing their backlogs to it. Others keep trying for big, big pictures to keep the theatre crowds coming. Nothing is for sure, since all the big ones don't pay, either. Dore Schary just said that—and he could have been speaking for all the companies.

On the production side the boundaries are crumbling, with the studios that used to serve theatres exclusively now feeding

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Haines Now WB Sales Manager

Roy Haines has been appointed general sales manager of Warner Bros. Pictures, Inc., it was announced by Benjamin Kalmenson, executive vice-president, in New York last week. Haines, formerly Western Division sales manager, succeeds Benjamin Kalmenson as

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"IT IS only a question of time before the neighborhood theatre goes down the drain," a motion picture distributor told me recently." This is the opening sentence of an article captioned *TV's Sleeping Partner* written by *Saturday Night's* movie editor, Mary Lowrey Ross, and recently printed in that publication. The article goes on to attribute part of the present-day problem to the decision of the big moviemakers in Hollywood to make pictures for TV and fewer features for theatres. This is not the first prediction of doom which has been sounded for the neighborhood

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Short Throws

IN-CAR cooling units for drive-ins have been developed by the Wilson Company of Boston as the Wilco-Therm and the USA list price is \$45. They plug into a 110-volt outlet on a post or into the lighter socket of a car and are rented to the patron.

COMPETITION for movie theatres is growing from wrestling in Montreal. At the Montreal Baseball Stadium 23,227 persons paid admission to see Edouard Carpentier of Paris defeat Antoino Rocca of the Argentine.

RED CHINA has long-range plans to build a film industry and will construct studios in five cities with the assistance of three other countries in the Communist orbit—East Germany, Czechoslovakia and Poland.

NEW TV film sales company has been organized in Toronto — The Telecanada Corporation at 175 Bloor Street East. David Griesdorf is the general manager.

OEDIPUS REX, feature made at Canadian Film Industries by Leonid Kipnis and the Stratford Festival Foundation, will be released in October in the USA and Canada. The Canadian premiere may take place simultaneously in Stratford and Toronto, Kipnis said at Stratford recently. It was directed by Tyrone Guthrie.

Kipnis said that the joint production program of his interests and the Stratford Foundation to film the entire *First Folio* of Shakespeare over a 20-year-period may begin with the Festival's

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New Theatre Opened In High Prairie, Alta.

Alex Tomnuk and Bill Dorish recently opened their 425-seat Park Theatre in High Prairie, Alberta. Previously G. Watson's three-day, 125-seat Roxy was the only house operating in the community of 1,200 persons.

The Park, modern in every detail, has a candy bar in the spacious lobby and a special crying room for parents with young children.

FIVE FROM UA IN AUGUST

Russ-Field's *Run for the Sun*, Superscope adventure spectacle, heads the list of United Artists features set for national release in August by William J. Heineman, UA vice-president in charge of distribution. The other films are *The Beast of Hollow Mountain*, *Huk*, *Hot Cars* and *Emergency Hospital*.

Filmed on location in Mexico, *Run for the Sun* stars Richard Widmark, Trevor Howard and Jane Greer and is in Superscope and Technicolor. *The Beast of Hollow Mountain*, in CinemaScope, color by DeLuxe and the new Regiscope process, stars Guy Madison and Patricia Medina. *Huk*, starring George Montgomery and Mona Freeman, was filmed on location near Manila in Eastman color. *Hot Cars*, a Bel-Air production, stars John Bromfield, Joi Lansing and Mark Dana. *Emergency Hospital*, also a Bel-Air production, stars Walter Reed, Margaret Lindsay, John Archer and Byron Palmer.

The next two editions of this publication — those that would have been dated August 8 and 15 — have been suspended to provide vacation time for our staff.

LOOK WHAT'S

**BIG ONES
FROM
M-G-M!**

COOKIN'!

JUST SCREENED! THEY'RE TERRIFIC!



**"TEA AND
SYMPATHY"**

The famed stage hit is even greater now! It will be the most talked about film of our time!

M-G-M presents in CinemaScope and Metrocolor • "TEA AND SYMPATHY" starring Deborah Kerr • John Kerr • with Leif Erickson • Edward Andrews • Screen Play by Robert Anderson • Based on the Play by Robert Anderson • Directed by Vincente Minnelli • Produced by Pandro S. Berman

★

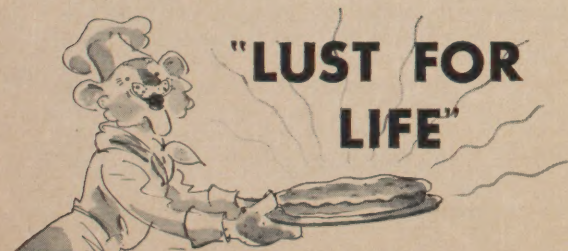


**"THE
OPPOSITE
SEX"**

It mixes minxes, mischief and marriages with songs and hilarity in a sensational entertainment!

M-G-M presents in CinemaScope and Metrocolor • June Allyson • Joan Collins • Dolores Gray • Ann Sheridan • Ann Miller • Leslie Nielsen • Jeff Richards in "THE OPPOSITE SEX" co-starring Charlotte Greenwood • Agnes Moorehead • Joan Blondell • Sam Levene • and Guest Stars: Harry James • Art Mooney • Dick Shawn • Jim Backus • with Bill Goodwin • Screen Play by Fay and Michael Kanin • Adapted From a Play by Clare Boothe • New Songs: Music by Nicholas Brodsky Lyrics by Sammy Cahn • Directed by David Miller • Produced by Joe Pasternak

★



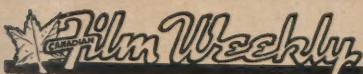
**"LUST FOR
LIFE"**

All the excitement, the daring, the novelty of the remarkable book comes to life on the screen!

M-G-M presents in CinemaScope and Metrocolor • Kirk Douglas in "LUST FOR LIFE" co-starring Anthony Quinn • James Donald • Pamela Brown • with Everett Sloane • Screen Play by Norman Corwin • Based on the Novel by Irving Stone • Directed by Vincente Minnelli • Produced by John Houseman

★

"KEEP LOOKIN'! THERE'S MORE COOKIN'!"



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ROY HAINES

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the film company sales head. Haines is a seasoned veteran in motion picture distribution, with sales experience throughout the United States and Canada. He was born in Minerva, Ohio, and attended Mt. Union College. His career in the motion picture industry began as a salesman for First National Pictures. He then became a branch manager for First National, and subsequently was appointed a district manager. Haines then became Eastern and Canadian sales manager, Southern Division manager and Western Division manager. In 1941, he was elected vice-president of the Vitagraph Corp. Since 1943, Haines has been Western Division sales manager for Warner Bros. Pictures, Inc.

Alexis Smith Signed By Para

Alexis Smith has been signed by Paramount to star with Bob Hope in *Beau James*.



This month
EYE WITNESS

reports on

**Boy Pipers of the
Black Watch**

(Montreal)

**Consumers Unite To
Solve Shopping
Problems**

(Ottawa)

Ask for Eye Witness 84

**BOOK THIS ALL-CANADIAN
NATIONAL FILM BOARD
SERIES**

**EVERY MONTH THROUGH
COLUMBIA PICTURES**

Question: 'Which Way?'

(Continued from Page 1)

them and television. And it's getting to be a game of musical chairs. Not long ago William Dozier, RKO production head, said flatly to Joe Hyams of the New York Herald-Tribune: "Within a decade the entire motion picture business as we now know it will be devoted to producing pictures for pay-as-you-see TV." He practically wrote off the theatres and free TV as well. "Once this revolution occurs in viewer habits, there will be more movies made than ever before. This is the big thing the motion picture business has to look forward to."

So that the fare that used to go to the theatre screen first won't. TV will divert the stream that used to bring the theatre its needs. The motion picture will make TV greater and richer than ever before. Pay-see TV, Dozier figures, can garner for a producer something like \$3,500,000 for his 25 per cent share of a single evening's take for one picture.

And what will the motion picture theatre use to replace the motion picture grabbed by television? Why—television. Or so it seems right now. Not home television, of course, but theatre television. Can theatre television compete with home television? Whether you think so depends on what you think television's greatest selling point is. Some people think that TV's greatest selling point is the fact that it's in the home—and that people don't have to leave there for entertainment. Others think this is only a small part of TV's attraction. The major part of TV's attraction is—actuality. The knowledge of the viewer that what is happening is happening for the first time while he's watching it. That'll make the potential theatre patron leave the house—if the attraction is interesting and the theatre clean, comfortable and the price of an admission ticket is comparatively reasonable.

It also seems that the time is not far away when the motion picture theatre will find out if theatre TV is the answer. Who knows what the state of the industry might be today if Spyros Skouras had not laid aside the theatre TV system known as Eidophor, successfully demonstrated and widely publicized in 1952, to develop CinemaScope and pioneer the wide screen. Well, the wide screen did great things for the theatre business following the failure of 3-D—but it isn't everything that's needed. Obviously. Very obviously.

There could be something prophetic in an article by Norman Wasserman in the June issue of the *International Projectionist*: "Eidophor May Revive Lagging

Theatre-TV Operations." He wrote:

"Closed-circuit as a medium of communication via the direct projection of picture and sound is a comparatively young field. It began slowly, then quickly gathered momentum, and as regards theatres is currently experiencing a 'rest period,' shall we say. When the time for re-awakening comes it may start up with a bang, because a stimulant is not far away. Eidophor, a completely new and different closed-circuit system, capable of producing a wide-screen color picture with a high degree of clarity, was originally developed by the Swiss and is now undergoing final development at General Electric for use by 20th Century-Fox."

The policy of certain circuits is to close ailing theatres temporarily, then reopen them to see if they can come to life. This may pay off if Eidophor, with its actuality appeal and its color, comes soon enough and experiments in programming begin. A combination of films and live TV may result.

Meanwhile, it's a crazy mixed-up picture, with TV and motion picture theatres moving in on each other's camps. Maybe something good will come from it all.

Joan Taylor, Johnson In UA's 'War Drums'

Joan Taylor and Ben Johnson have been signed for starring roles in Bel-Air Production's UA Western thriller, *War Drums*. Miss Taylor portrays a Mexican half-breed girl opposite Lex Barker and Johnson, a former cowboy-rodeo star, plays a frontier scout.

War Drums went before the color cameras on location near Kanab, Utah on July 16. Howard W. Koch is producing and Reginald Le Borg is directing the picture.

OUR BUSINESS

(Continued from Page 1)

theatre by executives in our business. Such remarks are scarcely likely to keep up the morale or help the bank accounts of those affected. Indeed, there is likely to be an overall bad effect. Again, it may be a case of a little truth being dangerous. The article suggests that a city like Toronto may wind up with only 12-14 first-run theatres and no neighborhood houses. Nothing could be less likely to happen in the foreseeable future, but in the meantime adverse effects are likely to be felt from the utterance and reiteration of a statement which is only partly true.

In the last two decades, we have been harboring in our lar-

ger cities many small theatres as antiquated as the Model-T Ford. Because of war and post-war conditions such theatres managed to survive by catering to people who could only afford to spend small sums for "time-waster" entertainment. Many of these former patrons now look to TV for such diversion and have deserted these theatres in numbers sufficient to make things pretty rugged for most of them. These theatres never contributed to any great extent to the economy of our business because of small film rentals, but proprietors, who usually acted as managers, were able to make a reasonable living. By all laws of economics these people were certain to be victims of the new era. However, a large city is, in a way, a conglomeration of many small cities or areas. Because of traffic and parking problems and the time and expense involved in bucking them there are many people who look to a neighborhood or suburban theatre when they seek motion picture entertainment. Today these theatres must satisfy high standards of seating comfort, air-conditioning and pleasant surroundings. They must also show films which are reasonably new and of good quality.

It is a fact that some people do not go to movies as frequently as formerly and that actually fewer seats are required to look after the potential patronage. But in the same way that modern apartments and office buildings take tenants from the older and more obsolescent ones, so do newer theatres take from the older ones. When business is extremely good there is enough to go around. When it falls off the older and smaller ones must suffer. Change and consolidation are continually taking place in the business world. One can remember the time when Toronto had three morning and three evening dailies, as well as two Sunday newspapers. Today in a much larger and more prosperous city, we find ourselves with only one morning and two evening dailies, and one Sunday paper. Even the *Saturday Night*, in which the note of doom appears, has changed owners and appearance as a result of changing ideas and changing times. Undoubtedly, radio, TV and other forms of competition have affected it too.

A great many people, including some in our business, seem to be in a great hurry to sound the death knell of the motion picture theatre. Indiscriminate statements picked up and published by newspapers and magazines can be quite harmful and unnecessarily so. We should understand more about our present position and economics and talk less. Daily paid attendances at motion picture theatres on this continent are still in the millions. Let's try to increase rather than decrease them.

THOSE PARDNERS, MARTIN & GREATEST MONEY-MAKING ATT

DEAN SHOWS JERRY
THE ROPES on how things
are done out in the
cactus country.



EVERYTHING POINTS
TO TROUBLE for Jerry, a
lone sheriff, in a pack
of bad hombres.



WAGON WHEELS—WHO
NEEDS 'EM? Jerry just
belly-wops his way
across the wide,
open spaces.



COLOR BY
TECHNICOLOR

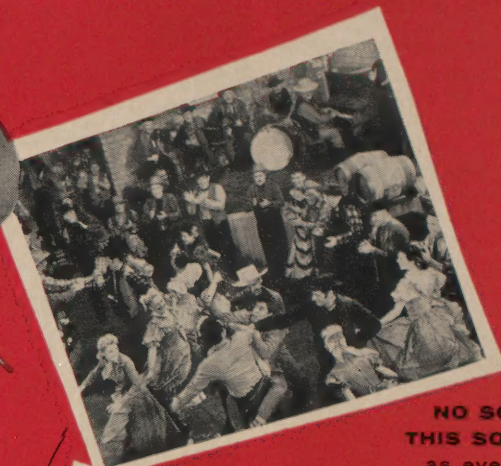


DEAN
MARTIN and JERRY
LEWIS

Co-starring
LORI NELSON · JEFF MORROW

with JOHN BARAGREY · AGNES MOOREHEAD · Produced by
Screenplay by SIDNEY SHELDON · Screen Story by JERRY DAVIS
Songs by SAMMY CAHN and JAMES

**LEWIS, IN THE ABSOLUTELY
REACTION THEY'VE EVER MADE!**



**NO SQUARES AT
THIS SQUARE DANCE**
as everybody joins
in singing the hit,
"Buckskin Beauty."



**DEAN ROUNDS UP
THE GALS** and sings the
romantic number, "Me 'N'
You 'N' The Moon."



**THE BOYS KILL 'EM WITH
GAGS** in their singling-est,
funniest, money-est
picture ever!

VISTAVISION
MOTION PICTURES HIGH-FIDELITY

PARDNERS

JACKIE LOUGHERY

PAUL JONES • Directed by NORMAN TAUROG

Based on a Story by MERVIN J. HOUSER • Choreography by NICK CASTLE

VAN HEUSEN • A Paramount Release



**ONE OF YOUR
BIG SUMMER
HITS—FROM
PARAMOUNT!**

News Clips

One-time Winnipeg booker for the old Mutual Film Corporation and later manager of the Gaiety Theatre, Frank Waver, 61, city circulation supervisor for the Winnipeg Tribune, died recently . . . Mary Wallace, for 16 years assistant manager of the Lincoln, St. Catharines, Ontario, left to be married and was succeeded by Miss Davolyn Imrie, formerly a part-time cashier . . . Harry, Black, a novel by David Walker, who won the Governor-General's Award two years ago, will be made into a movie.

Famous Players regional meetings will take place in September, with the cities in which partners and executives will get together with head office men still to be named . . . A. J. Mason of Springhill, NS, well known exhibition figure, arranged a reception for his 90-year-old mother at the Eventide Rest Home, Galt, Ontario at which 75 members of the family were present . . . George Georgas of Owen Sound, always a leading golfer in the Pioneers golf tourney, won't compete in this year's, to be held on August 16, due to an arthritic condition. But he'll be on hand to coach duffers.

Forty-third convention of the IATSE will be held in the Municipal Auditorium, Kansas City, Missouri beginning August 20. . . . Secretary and business agent of Local 440, St. John, NB IA unit, James A. Whitebone, was elected a vice-president of the Canadian Labor Congress, formed from a union of the CIO and AFL in Canada. . . . An outdoor theatre in LaFontaine Park, built by the City of Montreal at a cost of \$250,000, was opened recently. Stands seat 2,000 and there is room for 2,000 standees.

John Barrymore, Jr. Signed

John Barrymore, Jr. has been signed for one of the top roles in Columbia's *The Missing Witness*, now before the cameras.

'No Time For Sergeants'

Barry Nelson will star in RKO's *No Time for Sergeants*.

Crosby May Star In Gregory - RKO Film

Paul Gregory's second production for RKO will be a picturization of the MacKinlay Kantor story, *On My Honor*. On My Honor, often referred to as an American Mr. Chips, is the story of a leader of a Boy Scout troop in a small mid-Western town.

Talks are now proceeding between Bing Crosby and RKO toward Crosby's enacting the starring role in the film.



TAPE CUTTING for the official opening of the NFB's \$6,000,000 studio, now in use, will take place during the last week in September . . . *Anybody around here ever hear of a publication called Canadian TV Spotlight?* I haven't and people have been asking . . . *Now that Spring Thaw went over so well, why doesn't Mavor Moore stage an autumn revue called Fall Freeze?* . . . *Yours truly got up the biogs of Jack Arthur and the late N. L. Nathanson for the forthcoming Encyclopedia Canadiana . . . Tim O'Rourke, in Hush Free Press:* "I can't understand a citizen who watches television in his home on a Sunday being able to conscientiously oppose the opening of movie theatres on Sunday to accommodate fellow citizens less fortunate than himself" . . . *Won't the CBC*



print a manual of overworked words and phrases to guide panelists and interviewees? It's deadening to hear "As a matter of fact" with every breath they take . . . *If the fact* that sequences are now being lined up means anything, *TV Graphic*, Fordless, will be back in the Fall, with the CBC lifting the whole tab. They're trying for an interview with O. J. Silverthorne on film censorship . . . *Just before* he took so very sick Tommy Holmes of the Club One Two sold his Hamilton Club One Two as part of the site for the new City Hall . . . *The only* passport photos I've ever seen that don't look like PD mug shots are in the window of Peggy Todd's "Village" studio on Gerrard, near Elizabeth.

SCORER FOR the UPA *Mr. Magoo* series is Dennis Farnon, brother of this town's musical Farnons, Brian and Bob, the last-named being the well-known long-time London resident . . . "A thing of beauty is a joy forever." That's why *The King and I* ought to run forever . . . *Nat Taylor* ticks off *Saturday Night* right nicely in this issue for deathknelling the nabes . . . *Dear Mr. Lamport:* "Shouldn't the City provide some transportation along Front Street from Yonge to Simcoe, what with the Union Station and two hotels being located there? . . . *That cop* being an authority on Shakespeare for the \$64,000 challenge reminds me that the chief private interest of Inspector Andrew McKinney of the Toronto force is Medieval History . . . *You remember* my item about half the morning papers in certain boxes being lifted? That caused a reader to tell me about evening-paper boxes. She stops her car, dashes to the box, puts a nickel in and grabs a paper, then dashes back. When she gets home she finds frequently that the paper is yesterday's . . . *Do you think* Hollywood will ever get around to making a film about one of the heroines that helped win women equality in modern life? There's plenty of conflict available for any such film—but the love story angle is too hard to beat, I guess . . . *Night sight:* The late railbirds on the Post Office wall at Bay & Front—staffers on a breather . . . *Day sight:* The pretty preggies outside Grace Hospital, waiting for their pre-natal classes.

LOCAL INDUSTRY lad spent the last part of his vacation for a trip to Las Vegas and, as usual, went for more of his bankroll than he figured. After he got to Chicago he examined his finances and found that he had day coach fare and 29c over. He figured he'd invest 25c of it in a cushion for the long, hard ride—but the rental price, he found, was now 35c. Nothing to do but take a little anaesthetic against the pains of travel—in the form of a Mickey of rye. Then he got an idea. Across from him were two lads and these he asked to have a drink. When each had swallowed his he said: "That'll cost each of you three cents." They paid him the six cents with puzzled laughter. He added it to the 29c and rented the cushion, then sat against it and killed the rest of the bottle with his new friends . . . *Joe Jolley* will act as exec producer for that original Canadian musical being angeled by Gerry Morris and Riley Brethour. Stan Daniels and Ray Jessel will do the lyrics and score and Lynn Howard the book, with Harvey Hart directing for its debut at the Avenue in January. Harry Rasky will be the press agent. Theme: the boom in Canada . . . *The Winnipeg Free Press* TV critic, Marion Lepkin, wrote recently that Gisele Mackenzie "has been streamlined into a dime-a-dozen model. Now you can't tell her from all the flashy, classy numbers that roll off TV assembly lines by the hundreds." I doubt if the male vote will support ML's view in the slightest. Miss Mackenzie is distinctively different—and as lovely as ever.

WINNIPEG SCENE

(Continued from Page 1)

Drive-In has been offering free admission for some time, charged that there was a theatre combine in Winnipeg that was preventing him from getting first-run attractions. He told the Winnipeg Tribune that he will take the matter to the combines investigation committee in Ottawa.

The paper reported that other theatre men dismissed his charge as "ridiculous" and "nonsense." A theatre official explained: "First-run pictures are sold on a percentage basis. Distributors of films, like any other business, sell or rent their product to the outlet which will give them the most return. Downtown movie theatres can pay the distributors more than neighborhoods or drive-ins can." The Winnipeg Free Press also gave important space to his story treatment was puzzling. Famous Players and its local partners, the Miles, were identified as the heavies—but not a single accuser was named. The closest the story came to that was to say that Diamond had made the charge earlier. The Free Press is itself a chain paper—a Southam unit.

Though charging no admission fee, concession sales have permitted Diamond's operation in Kirkfield Park, St. James, near the city, to break even. His newspaper ad says: "Admission Absolutely Free—No Give-Aways—No Gimmicks—No Lottery—No Phonies." This ad offered five color cartoons at 9.30, *The Farmer Takes a Wife* at 10.15, and *Royal African Rifles* at 11.45.

The Airport, Starlite, Eldorado and Pembina drive-ins, operated by Western Theatres Limited, offer a '56 Pontiac free through a lucky selection. Another group of theatres have Foto-Nite attendance every Tuesday and Wednesday. The Northmain invites its patrons to "Play the Big Game" on Wednesday nights. Other theatres in Manitoba offer Bingo in competition with halls.

RKO's 'Run Of The Arrow'

Brian Keith will star in RKO's *Run of the Arrow*.

First Galahad Pic Before Cameras

John Beal, Augusta Dabney and Shepperd Strudwick have been signed for the starring roles in Galahad Productions' first feature for RKO release, *Brave Tomorrow*. Shooting is under way at Production Center, Inc., fully-equipped modern motion picture plant in Manhattan, and on location throughout the New York commuting area. All of the 12 pictures which Galahad will make for RKO during the next three years will be produced in New York using Broadway talent.

CBC'S REPORT

(Continued from Page 1)

915,901 in the previous year. A considerable reduction in TV service is ahead "unless some additional special provision for funds was made" and the Government, anticipating this, had proposed a \$12,000,000 grant in its 1956-57 supplementary estimates.

Total income of the CBC was \$38,942,402, such income being made up of all monies from any source, including government grants and the 15 per cent excise tax on radios and TV sets. Expenditures came to \$38,572,512, this figure indicating a surplus until the addition of a \$1,728,511 depreciation allowance, after which a deficit becomes evident. The net deficit of the TV service was \$1,071,791. The 1954-55 operation expenditure was \$29,103,538.

CBC television operations include six English-language and two French-language stations and the supplying of a national service of programs for 22 private stations. The English-language service was available to 9,000,000 English-speaking people, the French service, on five stations, to about 4,000,000 French-speaking people.

The national service averaged 35 hours a week in English and 27 hours in French. It included sustaining programs supplied and broadcast free of charge on private stations. Private outlets also shared in the commercial revenue from sponsored CBC-produced programs they carried.

Gross billings to sponsors and agencies totalled \$19,471,530, from which there were deductions of \$2,706,455 to private stations, \$3,261,870 for agency and network commissions and \$4,368,260 for direct production costs.

The excise tax revenue of \$22,799,955 was up by about \$1,330,000 from 1954-55. It provided \$17,737,991 for television services and \$5,061,964 for radio. This revenue is expected to drop this year as television sales are near the saturation point.

Miscellaneous sources such as broadcasting license fees charged to private stations, interest on investments and profits on the sale of bonds totalled \$757,502.

During the last fiscal year, the CBC received its sixth television service loan, amounting to \$8,250,000. The corporation now owes the Government \$24,250,000 for television, and \$3,173,802 for radio, or a total of \$27,423,802. The loans are repaid in semi-annual payments over periods ranging up to 30 years.

Among other costs for both radio and television, engineering expenditures were \$7,699,907; wire lines for station networks cost \$2,498,306; and administrative expenses amounted to \$1,561,857. These figures showed

MORT BLUMENSTOCK PASSES

Passing of Mort Blumenstock at 54 saddened the industry last week. He died of a heart attack in his Beverly Hills home, leaving his widow, Sandra, and a daughter, Mrs. Marvin Perskie. One of his two brothers is Sid Blumenstock, advertising manager for Paramount Pictures.

In May the late Mr. Blumenstock stepped out of his post as vice-president in charge of publicity and advertising for Warner Bros. to enter production on his own. He came to Warners when it absorbed the old First National Pictures Company, where he was writer and film editor. While at Warners he originated the junket plan for film and War Bond premieres.

END WARNER-PATHE NEWSREEL

Pathe newsreel, founded in 1909 by Charles Pathe and acquired by Warner Bros. nine years ago as Warner-Pathe, will be discontinued on August 23. The accumulation of newsreel footage over five decades will be sold to one of the several potential purchasers now negotiating for it with Warner News, Inc., the subsidiary company.

About half of the USA's 19,200 35 mm. theatres show newsreels now, a drop that began in 1950 through the desire of exhibitors for economy in the battle with TV competition.

Four newsreels remain—20th-Fox' Movietone News, MGM's News of the Day, Paramount News and Universal News. The last is not distributed in Canada and the others are "Canadian" in that Ontario requires that roughly 25 per cent of the content of each should be of Canadian character. Movietone News is served its Canadian content by Shelly Films, with Charles Quick its cameraman, while Warner-Pathe has Phil Pendry as a full-time lenser here. Paramount's domestic sequences for its Canadian Paramount Newsreel, which Win Barron goes to New York weekly to edit and commentate, come from Associated Screen News.

Pendry joined Warners over three years ago, after having been with Associated Screen News shortly after his arrival from Britain.

Short Throws

(Continued from Page 1)

current attraction, Henry V. Because of the Quebec players in it a Montreal location, possibly the Renaissance studio, may be used. However, filming in Stratford, where a permanent building will replace the present tent theatre, is the "ultimate goal."

REGINA managers met recently to discuss the state of the theatre business and the Leader Post gave them much space in a prominent position for their discussion of a "marked slump in business." Among those who participated were Hillard Gunn, Capitol; Arnold Bercovich, Broadway; and J. D. Watson, Rex and

small increases over 1954-55.

The CBC report indicated that it was "planning to maintain services and carry out essential development within the limits of the resources available" pending Parliament's decisions on future financing. It said the parliamentary decisions would be based on recommendations contained in the report of the Royal Commission on Broadcasting, which is scheduled to complete its cross-Canada investigation of radio and television next month.

The report was tabled in the House of Commons by National Revenue Minister J. J. McCann, who reports to Parliament for the Crown-owned corporation.

Grand. Closing of the fairly new 830-seat house, the Nortown, by I. Reinhorn, was talked about. The managers hoped that the municipal government would realize the need for a reduction in the amusement tax.

SALES of TV sets are dropping, says Ottawa. May sales were 20,088 compared to 20,709 in 1955, while the total sold from the first of the year was 186,341—a decline from 262,206 in the same period last year.

STAR of last year's Stratford Shakespearean Festival as Shylock in *The Merchant of Venice* and a veteran of many films and plays in Europe, Frederick Valk, 55, died in London recently of a heart ailment. He had been starring in Peter Ustinov's London comedy, *Romanoff and Juliet*, when he was stricken.

BATTLE of the passes is taking place in Hamilton, where the IATSE projectionist union is picketing the Dydzak drive-in theatres there and at Clappison, nearby. The union is distributing passes in front of the drive-ins, these being good for admission to A. I. Rosenberg's Hamilton drive-in, the Scenic.

The Dydzaks, whose Windsor theatre was the scene of a recent battle involving pickets, met the passes tactic by inserting an ad in the *Hamilton Spectator* advising all who had them that they would be honored at their Hamilton and Clappison drive-ins!



RON LEONARD

He will succeed Jim Hardiman as director of advertising and publicity at the Odeon Theatres (Canada) Limited when the latter leaves early in September for California.

Betty Garrett Signs

Betty Garrett, heretofore associated exclusively with song and dance roles on stage and screen, plays her first straight dramatic part in Columbia's *The Missing Witness*, picturization of the *Cosmopolitan* Magazine thriller by John and Ward Hawkins.



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